



Bitte ein Bit

Bitburger

Styleguide international

Approval of layouts/changes before print

These guidelines set out Bitburger's corporate design with a view to keeping the brand identity consistent and raising brand awareness.

Some of the image-based materials can be found in the Bitburger Media Database:
www.bitburger-international.com/en/media-database

Basic layouts and changes need to be approved by Marketing International of Bitburger Brewery Group before going to print.

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BITBURGER BRAND LOGO

Brand Logo



Standard version



Compact version

The brand logo represents an inseparable unit and must not be modified or copied in any way. Only original templates of the brand logo may be used for all applications.

Standard version

The standard logo is the preferred version of the brand logo and should be used on all applications, if possible.

Compact version

The compact version is used when it is not possible to guarantee that the effect of the standard version will be ideal. This can be the case with extreme landscape formats or small applications.

→ <http://www.bitburger-international.com/media-database>

Brand Logo | Logo background and protected area



The brand logo generally appears on a white background.



Required protected area around standard version



Required protected area around compact version

Logo background









In order to ensure a high-quality and uniform brand image, the brand logo generally only appears on a white background. This regulation also represents a consistent implementation of the colour code "white-gold".

Protected area

In order to ensure that the brand logo can always meet its design potential and function visibly as a message, a protected area has been defined for all versions of the brand logo. No other elements may appear in this free space.

Proceeding from the reference size X (height of connoisseur), a protected area of 0.3 X has been determined for the standard logo version. The same principle applies for the compact version with the exception that the protected area has been reduced to 0.1 X above and below.

Brand Logo | Colour Rendering

	CMYK	Black/white rendering	Inverse	Cut out / Clipping
Brand logo Standard version				
Brand logo Compact version				

There are various types of colour rendering available for the brand logo. Depending on the type of use, you can select from a CMYK, black and white or inverse colour rendering.

In terms of maintaining a consistent appearance, the aim should be to use either the four-colour or two-colour rendering of the brand logo.

If use of the four-colour and two-colour brand logo is not possible for reasons relating to production, the one-colour rendering may be used.

Only the original templates of the brand logo may be used for any type of application.

→ <http://www.bitburger-international.com/media-database>

Brand Logo | Primary Colours



CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
RAL 9016

Pantone C (2C print) 467 C
Pantone C (Football ribbon) 7556 C
Pantone C (Metallic/Product) 8383 C
Pantone U 467 U
Pantone Textile 14-1031
HEX #DECA73
RGB 222 | 202 | 116
RAL 1002
HKS 5 K-50-30
Luxor 418 (Hot foil)

Simulation gold

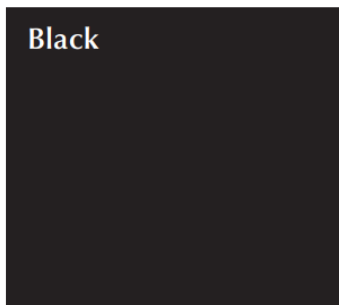


The primary colours white and gold define the superordinate colour code of the brand elements.

White generally serves as a brand background colour for all Bitburger applications. The primary colour gold is used in the components of the brand logo and other design elements.

Only the colour values specified here apply for the primary colours.

Brand Logo | Secondary colours



CMYK	0 0 0 100
Pantone C	–
Pantone U	–
Pantone Textile	–
RGB	26 23 27
HEX	#1A171B
RAL	9017
HKS	88 K

CMYK	0 100 63 12
Pantone C	200 C
Pantone U	200 U
Pantone Textile	18-1663
RGB	207 0 61
HEX	#CF003D
RAL	3001
HKS	15 K

The secondary colours are only used with accentuation. Use of each of these colours is specified for certain areas:

Black should generally be used for typography (continuous text). The secondary colour black is also used for the brand logo (brand and product-related information).

Red is used very sparingly indeed to emphasise individual text elements.

Only the colour values specified here apply for the secondary colours.

Brand Logo | Unauthorised Use



No use of unde-
fined brand colours.



No unauthorised
background colours
for the brand logo.



No use of individual
logo components.



No placement in
the bleed.



No additional
elements
for the brand logo.



No impermissible
arrangement of
the logo elements.



No distortion of
the brand logo.



No negative
version.

The brand logo is the central element of the Bitburger brand. Therefore, it is mandatory that the brand logo is presented correctly and to treat it with respect in all types of use.

The following points must be observed:

- The colour, form and proportions of the brand logo may not be changed in any way.
- The placement of the brand logo should only be carried out according to the specifications defined here.
- The protected zone of the brand logo, defined by protected area, may not be encroached upon or breached by additional elements. The integrity of the sign must be preserved.

Incorrect use of our brand logo weakens our entire brand image.

Slogan



The slogan “Bitte ein Bit” must always have an angle of inclination of 14°.



Black/white version



EXCEPTION
Negative version
(white with shadow)



No change to the angle.



No use of un-defined colours.



No unauthorised layout



No undefined links to other individual brand elements.

The slogan “Bitte ein Bit” may be used as a separate brand element. In this case, it must be ensured that the slogan is situated in a clear brand environment which ensures a link to Bitburger. The slogan “Bitte ein Bit” is positioned at an inclination angle of 14°.

Colour rendering

In general, only the colour version 1 (black) on a pale background is used for the slogan.

There is another colour version available for catering areas. This colour version represents a special case and may only be used in connection with catering applications.

Typography (emotional)

ITC Garamond Std

ITC Garamond Std Light Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,;:?!\$& -*)

ITC Garamond Std Book Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,;:?!\$& -*)

Area of application: Continuous texts

Area of application: Headlines

ITC Garamond Std is Bitburger's preferred company font.

Applications with an emotional use of lettering are with ITC Garamond Std in the font variations presented here.

ITC Garamond Std is only intended for the emotional use of lettering.

Typography (functional)

Optima

Optima Regular (Standard)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,;:?!\$& -*)

Optima Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,;:?!\$& -*)

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,;:?!\$& -*)

Optima is Bitburger's secondary company font.

Applications with a functional use of lettering are with Optima in the font variations presented here.

Optima is only intended for the functional use of lettering.

For example, it is used for the following areas in product features:

- Labels and reverse-side design
- Sender information
- Info texts

BITBURGER TYPE LOGOS

Type logos



Standard version



Standard version-long

Various versions are also defined for the type logos. The categories here are standard version, compact version and standard version – long. The areas of use for the respective logo versions are clearly specified.

Standard version

The standard version is the preferred version of the brand logo and should appear, if possible, on all applications, particularly in commerce and promotion of the different types.

Standard version - long

The standard version - long is used on beverage menus in catering, as an example.

Compact version

The compact version is used in cases in which it is no longer ensured that the standard version of the brand logo is having the ideal effect. This may be the case with extreme landscape formats or small applications (e.g. trays or reverse-side labels).

EXAMPLES OF USE

Motives



Do you know the secret of Bitburger's signature hops?
Locally grown hops from Holsthum, near Bitburg!

At Bitburger, we have committed ourselves to the highest quality standards for over 200 years. By keeping this promise, we have made our beer unmistakable and unique to taste. This is why we have our hops exclusively from Holsthum in Bitburg, which is one of the largest continuous hop-growing areas in the world, and from Hilsheim, which is near Bitburg in the Nationalpark Hilsheim. We select these signature hops according to our own quality requirements and adjust them to signature recipe quality requirements.



We use only what we would call the best and finest hops for our Bitburger hop blend. We are especially proud of the Bitburger signature hops, which are differently grown by the hop-growing family Pöck just a few kilometers away from the brewery and exclusively used by us for our beers. This special blend of signature hops from both Hilsheim and Bitburg, our natural spring and our spring water give Bitburger its refined taste and its unique taste. And, for that reason we say, Bitte ein Bit.

Find out what makes Bitburger taste so unique: www.bitburger-international.com/bitburger/



Available in portrait and landscape format

→ <http://www.bitburger-international.com/media-database>

Examples of use



So gut kann Qualität schmecken.

Bitte ein Bit

Hersthum bei Bitburg

Das Bitburger
0,0% Alkoholfrei
Sixpack*

Bitburger
Premium Pils
24 x 0,33 l oder 20 x 0,5 l Bitburger
verschiedene Sorten
vgl. XXX Pfand, 1+ - XXX

€ XX,XX

Unser Geschenk für Sie!
Beim Kauf von 1 Aktionskasten**

*Mindestmenge Sorten 2kg Pfand.
**Beim Kauf von 1 Kasten Bitburger 24 x 0,33 l oder 20 x 0,5 l (entsprechende Sorten), Schläge der Vorseite nicht.

Bitte ein Bit

**Bitburger
Premium Pils**

Ein feingledriges Pilsener, das intensiven Geschmack mit leichter Eleganz verbindet

Glimmendes Goldgelb mit anhaltendem Schaum, weiß und feinsprig.

Duftet würzig und zartfruchtig nach Honig, reifen Getreide, weichen Brot und würzigen Bräutlettern.

Im Trunk keine Spritzigkeit mit sauberer Frucht, Frische und einem Hauch malziger Süße, die von einem prägnanten Hopfenaroma abgerundet wird und harmonisch am Gaumen anlagert.

Bitte ein Bit



Examples of use



BITBURGER 0,0% ALKOHOLFREI

Brand Logo



Standard Version



Compact Version

The 0.0% brand logo is the most important component within the brand elements of Bitburger 0.0% alkoholfrei.

The brand logo represents an inseparable unit and must not be modified or copied in any way. Only original templates of the brand logo may be used for all applications.

Standard version

The standard logo is the preferred version of the brand logo and should be used on all applications, if possible.

Compact version

The compact version is used when it is not possible to guarantee that the effect of the standard version will be ideal. This can be the case with extreme landscape formats or small applications.

→ <http://www.bitburger-international.com/media-database>

Brand Logo | Logo background and protected area



The 0,0 brand logo generally appears on a white background



Required protected area around standard version



Required protected area around compact version

Logo background

In order to ensure a high-quality and uniform brand image, the brand logo generally only appears on a white background.

Protected area

In order to ensure that the 0,0 brand logo can always meet its design potential and function visibly as a message, a protected area has been defined for all versions of the brand logo. No other elements may appear in this free space.

Proceeding from the reference size X (height of connoisseur), a protected area of 0.5 X has been determined for the standard version of the 0,0 brand logo. The same principle applies for the compact version.

Brand Logo | Colour rendering

	CMKY	Black and white	Invers
Bitburger 0,0% Alkoholfrei Standard Version			
Compact Version			

Different logo versions are defined for the 0.0% brand logos. The areas of application of the respective logo versions are clearly specified. Only original templates of the logo may be used for all applications.

→ <http://www.bitburger-international.com/media-database>

TYPE LOGOS

Type Logos

0,0% Alkoholfrei
standard version
beverage list



0,0% Alkoholfrei
compact version
beverage list



Type logos

Different versions are also defined for the 0.0% non-alcoholic variety logos. The distinction is made here between the standard version and compact version. The application areas of the respective logo versions are clearly specified.

Standard version

The standard version is the preferred version and should appear by standard, on all applications - especially on the off trade and for the promotion of beer types.

Compact version

The compact version is used, for example, for beverage lists on-trade

Typography

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(.,:;!€&-*)

Headlines, front labeling, sender

Back labeling, informational texts

Optima nova LT pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(.,:;!€&-*)

Optima Bold

The primary house font of Bitburger 0,0% Alkoholfrei is Optima.

It is the only one used in the product equipment for all typographic needs!

EXAMPLES OF USE

Motives



Available in portrait and landscape format

→ <http://www.bitburger-international.com/media-database>

Examples of use

Das Bitburger 0,0% Alkoholfrei Sixpack*

Unser Geschenk für Sie!

Beim Kauf von 1 Aktionskasten**

*Verschiedene Sorten Zugl. Pfand.
**Beim Kauf von 1 Kasten Bitburger 24 x 0,33l oder 20 x 0,5l (verschiedene Sorten). Solange der Vorrat reicht.



